

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research methodology explained some parts: research design, research object, data collection and analysis.

#### **3.1 Research Design**

A research design is an inactivity to observe something that has to be conducted by the researcher in doing a research. According to Ary (2010), research design is a stage which arranged to conduct the data and discuss in the research. Another expert, research design purpose is to show all of the parts of the research project (Trochim 2005). Therefore, this chapter explained all the things in the form gained to collect data for data analysis.

Ary (2010) argues that research design is divided into four major branches; the first is, historical research. Historical research studies about the past make people understand the present better, especially the factors affecting the present. The second is experimental research. Experimental research is a study which talks about variables and manipulations of data. The third is ex-post facto. Ex-post facto is similar to an experimental but the research does not manipulate the independent variable; which has occurred in the natural course of the event. The last, descriptive research is a study that used to describe and focus on the characteristics of phenomena or populations being studied.

Based on the explanation above, the researcher decided to use descriptive qualitative as a framework. It was well considered used because this research discussed and analyzed the phenomenon status in the caption of Nicki Minaj. The

current phenomenon status in this research focused on the Abbreviations on *Instagram* written Verbal Expression Used by Nicki Minaj within 1 month on September 2017.

Meanwhile, Ary (2010) also mentions that research focuses on the understanding of social phenomena is also referred to qualitative research. According to Sauro (2015), qualitative methods divided into five types; the first is ethnography. In ethnography, the researcher goes directly into the target environment of participants to understand the objectives and the culture. Second is narrative. Narrative is approach weaves together a sequence of events, usually from one or two individuals story. The third is the case study that involves a deep understanding through some types of the source. A case study can be explanatory, exploratory, or describing an event. Fourth is grounded theory. Grounded theory provides to give the explanations which related to the topic. The last is phenomenological. Phenomenological study is an appropriate qualitative method, researchers use a combination of methods, such as conducting an interview, watching videos, reading documents, or visiting places and events, to understand the meaning participants place on whatever's being examined.

As explained in the paragraph above, this research used phenomenological qualitative research to determine an event, activity, or phenomenon. Phenomenological is chosen because the researcher investigated the phenomenon of Abbreviations on *Instagram* written Verbal Expression Used by Nicki Minaj in 1 month; it was on September 2017.

### **3.2 Research Object**

The object of this research is Instagram captions that contain some abbreviation form. The researcher intended to choose the Instagram captions used by Nicki Minaj who is a Trinidadian-born, American rapper, singer, songwriter, model, and actress. As the researcher knows, Nicki Minaj is better known as a multitalented artist who is active on social media by sharing her photos and videos with the added caption, familiarize her fans to her Instagram which found many abbreviations inside it. Therefore, the researcher prefers to choose the abbreviation caption because of the researcher aware that this topic is booming on social media. The data were taken in a month starting on September 1<sup>st</sup>, 4<sup>th</sup>, 8<sup>th</sup>, 8<sup>th</sup>, 12<sup>th</sup>, 12<sup>th</sup>, 14<sup>th</sup>, 15<sup>th</sup>, 17<sup>th</sup>, 21<sup>st</sup>, 22<sup>nd</sup>, 25<sup>th</sup>, and 30<sup>th</sup>, 2017.

### **3.3 Research Instruments**

In qualitative research, research instrument divided into two types. Those are primary instrument and secondary instrument. Ary (2010) states that in qualitative research, the primary instrument that gathers and analyzes the data is the researcher or human investigator. Moreover, the researcher still needs the other instrument as the secondary instrument. The secondary instrument can be collected from fieldwork methods such as observation, interview and document analysis (Ary, 2010).

#### **3.3.1 Primary Instrument**

In qualitative research, the researcher is the main source of the primary instrument used to collect the data. According to the Ary (2010), the primary instrument is an instrument collected by the researcher specifically as the primary

instrument for data collection in qualitative research. It means the researcher uses herself as the main instrument in this research. Therefore, the researcher used primary instrument to analyze abbreviation words found in Instagram caption written by Nicki Minaj in 1 month; it was on September 2017.

### **3.3.2 Secondary Instrument**

Secondary instrument is an additional instrument can be collected from fieldwork methods such as observation, interview and document analysis (Ary, 2010). In this research, the researcher used two instruments; they are document to collect the data and interview to the expert for data analysis.

#### **3.3.2.1 Document**

Document is a research instrument applied to written or visual materials for the purposes of identifying specified characteristics of the material (Ary et al, 2010). For document, the researcher aimed to identify the material which was taken from Instagram written verbal expressions used by Nicki Minaj. This research conducted document analysis because it needed to select the data about abbreviation words on Nicki Minaj Instagram verbal expressions, to explain the abbreviation original words, to identify and to classify the abbreviation words into the types of abbreviation as proposed by (Andrew, 2017), and (Zadok, 2002). Document analysis was also focused on the original abbreviation words found on Instagram written verbal expressions by Nicki Minaj. In document analysis, the researcher decided Andrew (2017) and Zadok (2002) as the experts whom classified the types of abbreviation words. To get the data, the data was taken by

using screenshots on Nicki Minaj Instagram. By collecting those screenshots, the researcher gained abbreviation words, the original words, and the types.

### **3.3.2.2 Interview**

The highest instrument in conducting research is interview. Ary (2010) argues that the most accurate instrument in qualitative research is interview, it helps to get complete data and developed from the people judgments and assembled into the beautiful words for the data. Ary (2010) reveals interview is divided into 3; semi or partially structured interview, unstructured interview, and structured interview.

The first is semi-structured interview, where this interview is already well arranged because the area and questions have been planned before, but the questions can be modified during the interview process. The second is unstructured interview that means the questions developed from the situation. The last is structured interview that is well-organized, refer to the questions that are more specific, has purpose only to gain the certain information.

Based on the researcher consideration, the structured interview was taken as the most suitable to be conducted in this research because the researcher ensured the questions are only the original abbreviation words on Nicki Minaj *Instagram* verbal expressions. The purpose of applying structure interview was for validating data also for gaining the information related to the original abbreviation words in *Instagram* written verbal expressions by Nicki Minaj. The interviewees who were involved in this research are five colleagues of the researchers from English Language Education Department in year 2014. They were *Instagram* users and

active *Instagram* users, who were willing to be interviewed and they also had high in GPE. The interview was through chatting on *Instagram* Direct Message. The written interview would be used as the evidence.

### **3.4 Data Collection**

In collecting the data, the researcher follows these steps below to simplify the process of data collection:

- a. Opening the *Instagram* application, and typing Nicki Minaj in search column.
- b. Capturing the *Instagram* verbal expression used by Nicki Minaj.
- c. Finding the abbreviation words used by Nicki Minaj.

### **3.5 Data Analysis**

Data analysis is the process from which the data are searched for and arranged out in order to establish the comprehension about what the researcher has been investigated (Ary et al., 2010).

- a. Identifying the abbreviation words used by Nicki Minaj.
- b. Validating the result by interviewing five colleagues to know about the original words of the abbreviations words (See Appendix 3).
- c. Analyzing the result by classifying the abbreviation words into the types of abbreviation based on Andrew (2017), and Zadok (2002).
- d. Drawing out the conclusion of the process in data analysis.